



Public Support for Proposed Development in Downtown Hayward

***Key Findings from a Citywide Survey of Hayward Voters
Conducted January 8-12, 2014***

520-062

Fairbank, Maslin, Maullin, Metz & Associates - FM3

Public Opinion Research & Strategy

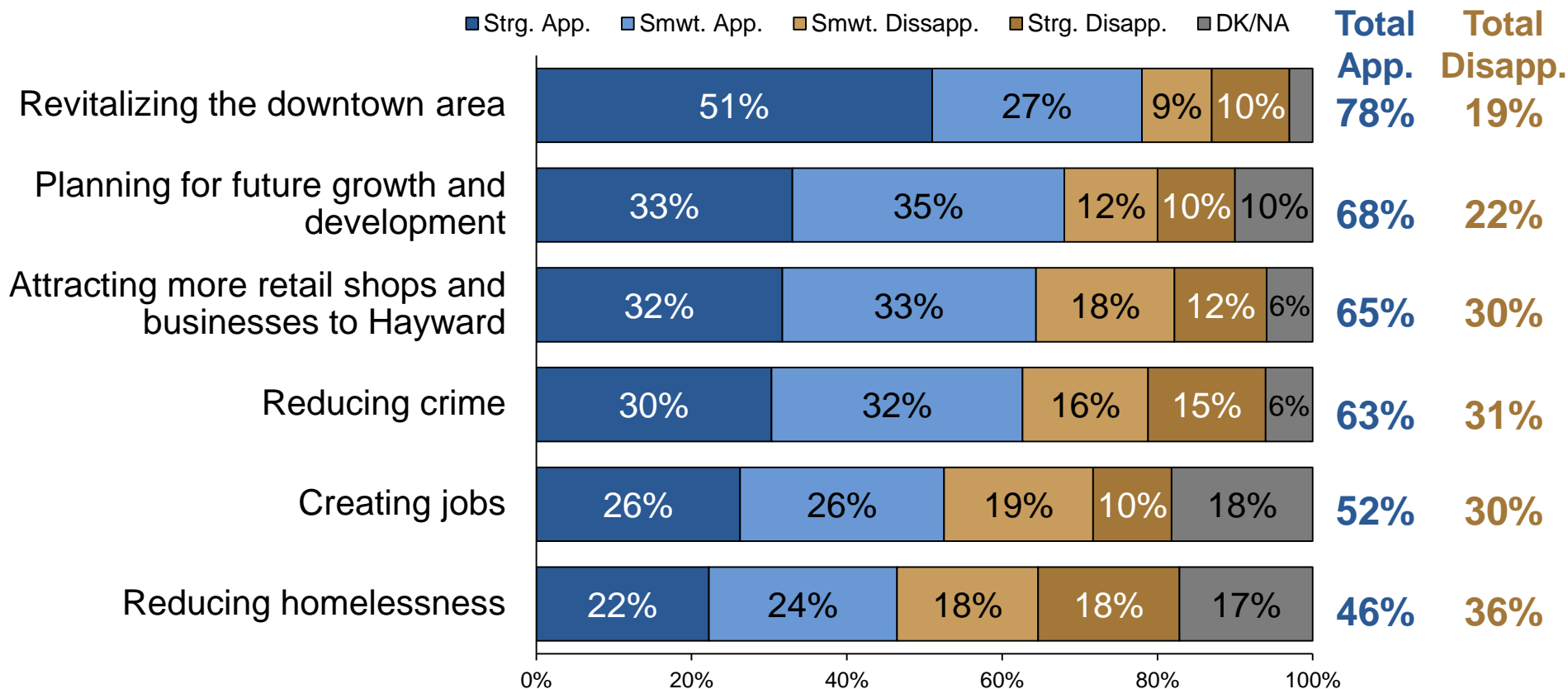
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Methodology

- Telephone survey of 400 randomly-selected Hayward voters
 - *Interviews were conducted via landline and cell phones*
 - *Survey was conducted January 8-12, 2014*
- The margin of sampling error is +/-4.9 percent at the 95 percent confidence level; margins of error for population subgroups will be higher
- Some percentages do not sum to 100% due to rounding

Voters are pleased with City government's performance, but have most reservations about its work to create jobs and reduce homelessness.

I am going to mention a few things some people say City government in Hayward should be responsible for addressing. For each one, please tell me whether you approve or disapprove of the job Hayward City government is doing in that area.



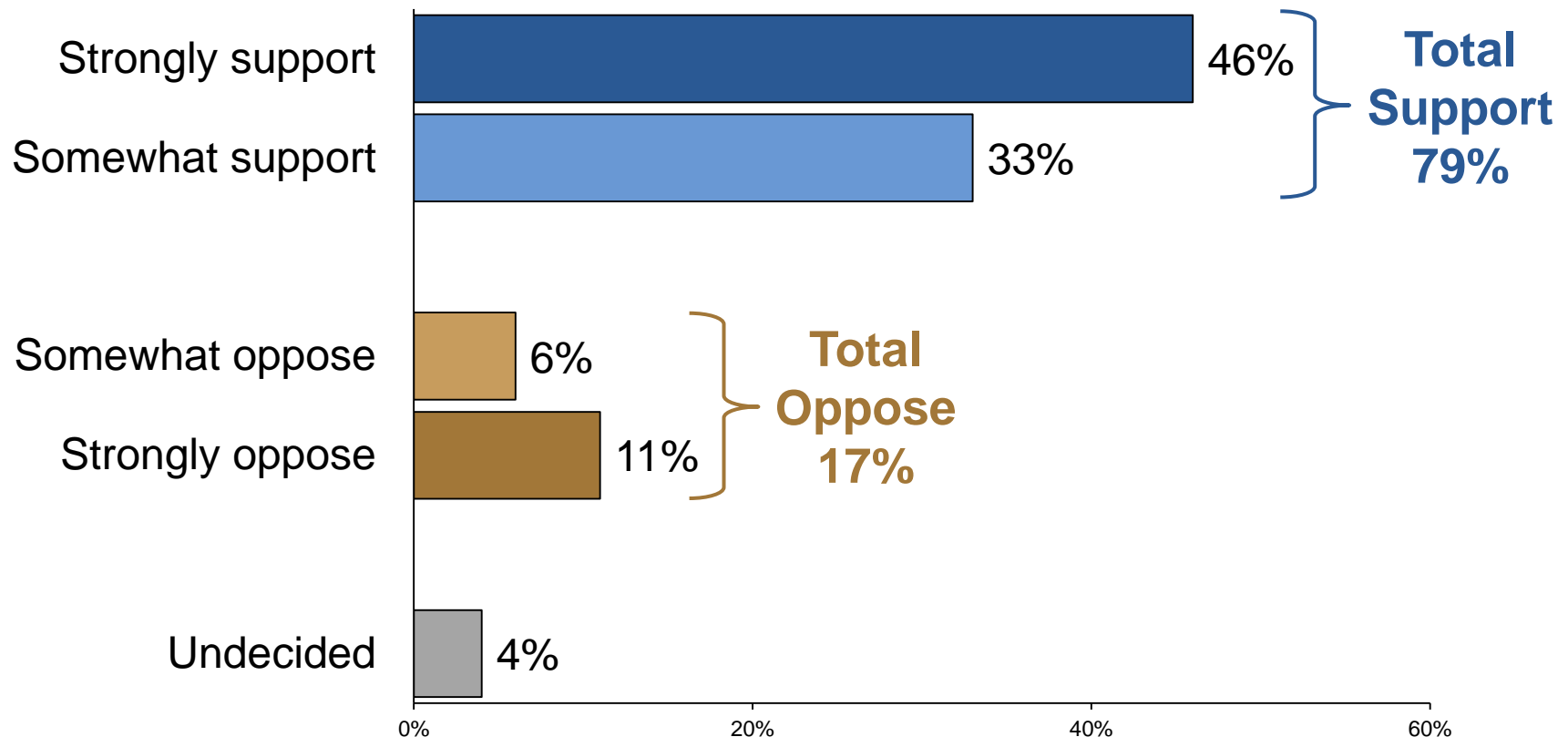
Project Description Tested

Since Mervyn's went bankrupt, the site of their former headquarters on Foothill Boulevard and the 574 parking stalls in the structure on the site have been vacant. A leading Bay Area development firm has proposed to re-develop the site, with the following features:

- Demolishing the former office building;
- Building 17,000 square feet of new retail space along the site's Foothill Blvd. frontage to serve the community;
- Building 194 for sale three-story townhomes with their own private two car side by side garages tucked behind the retail site along San Lorenzo Creek; and
- Building a lighted pedestrian and bike trail along the creek that runs the length of the site's western border.

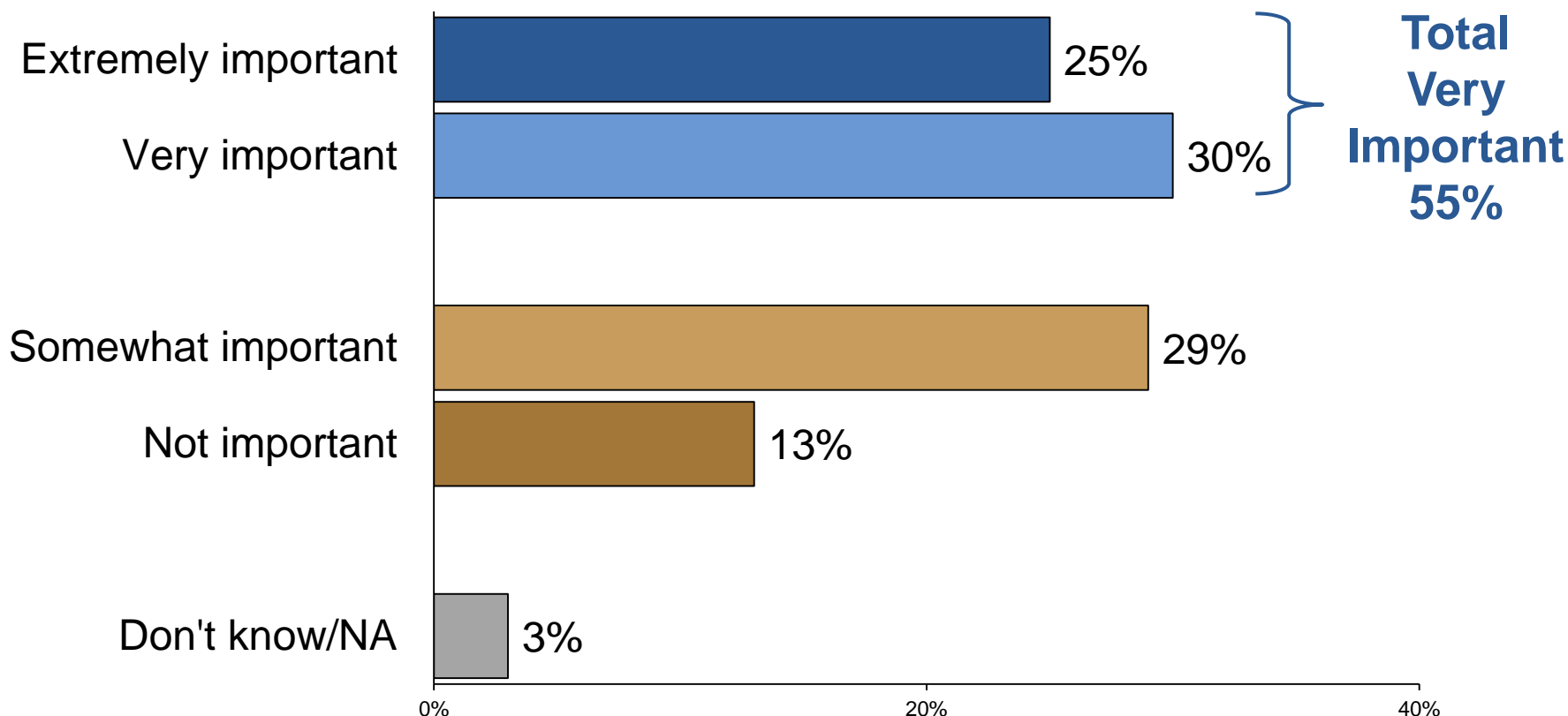
After hearing this brief description, close to four in five voters support the project.

Based on this description, do you support or oppose this project?



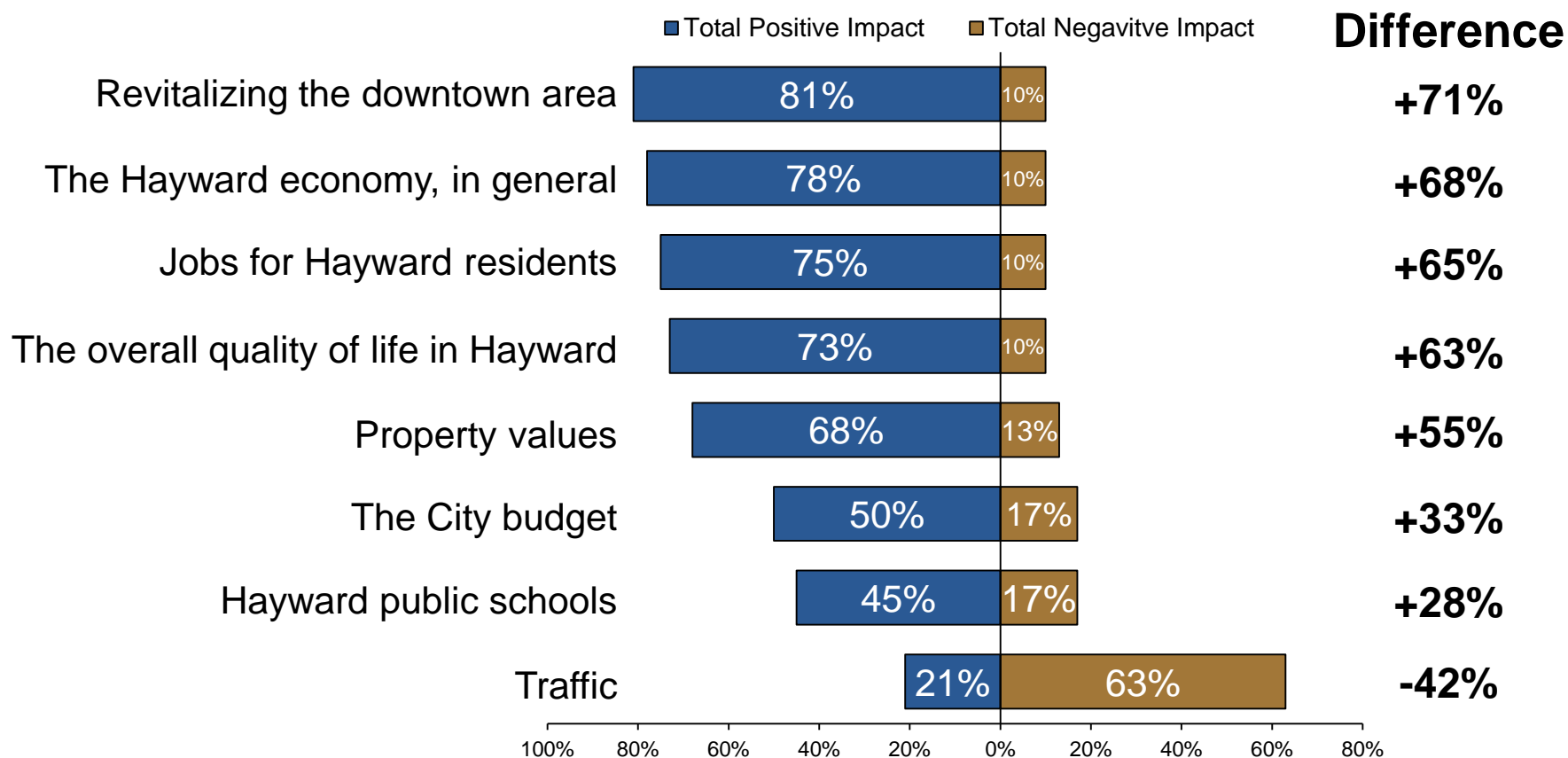
A majority of voters says that this project is “extremely” or “very important” to efforts to revitalize downtown Hayward.

How important do you think this project is to efforts to revitalize downtown Hayward:



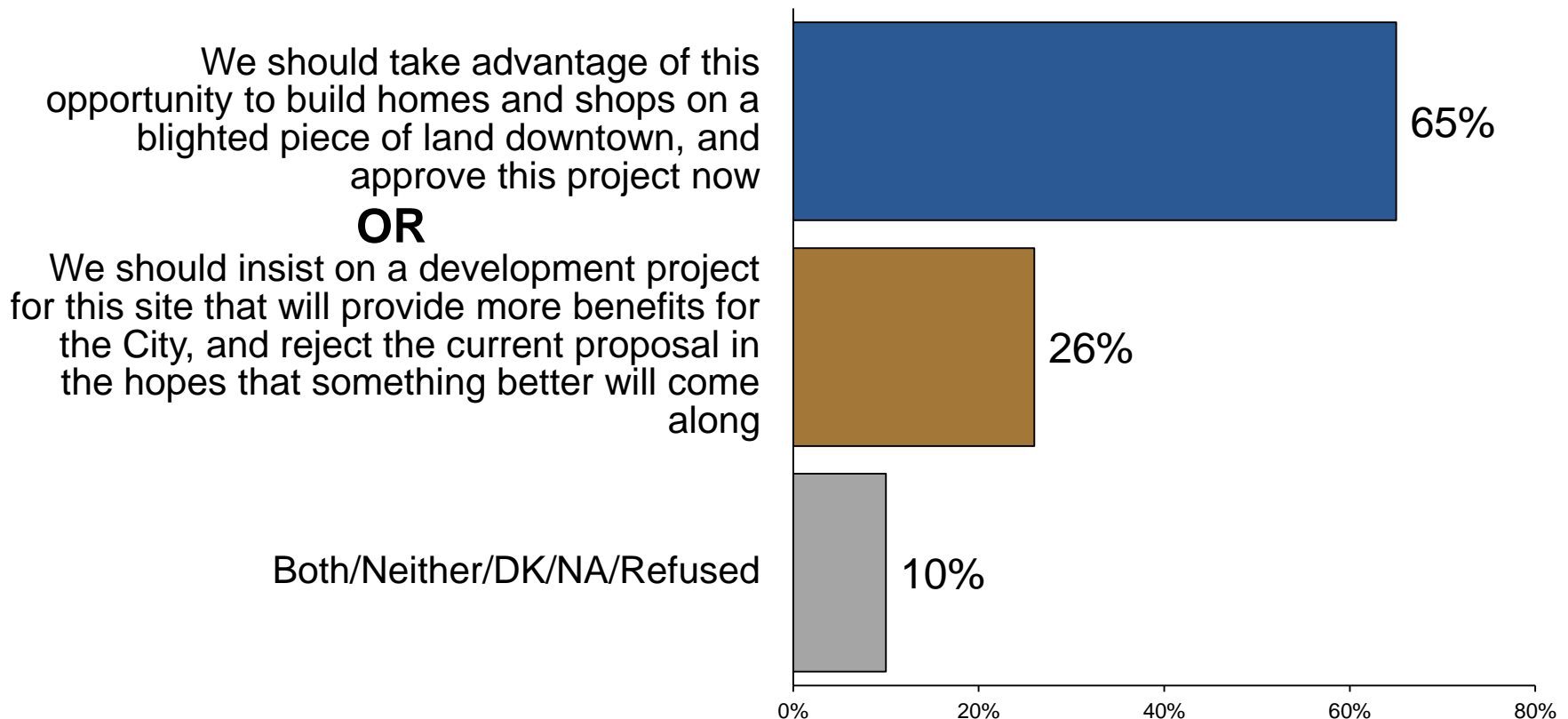
Voters see the project as having positive impacts on most aspects of life in Hayward, although a plurality says it may have a “somewhat” negative impact on traffic.

I am going to read you a list of specific aspects of life in Hayward. Please tell me whether you think the project we have been discussing would have a positive impact, no impact, or a negative impact on that aspect of life in Hayward.



Close to two-thirds of voters would rather see this plan implemented than wait for a better proposal to come along.

Which of the following statements about this issue comes closest to your opinion:



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